

Danone-Evian Partnership Update

Lynn Sorrentino

Ramsar Programme Management Officer, Danone-Evian Partnership



A bit of history



- For new members joining us for SC47: Ramsar and the Danone Group have had 16 years of close collaboration.
- Danone-Evian partnership pages and review of our accomplishments to date:
www.ramsar.org/danone_evian/

2013-2014 Scope for Partnership

Accomplishments: June 2013-now

2014-2015 Planning



- **Communication and visibility** about the Convention through World Wetlands Day materials
- **Field activities** related to protection of water resources and sustainable management of wetlands
- **Contribution to a better recognition of the Convention** with advice for improved campaign strategies, outreach

Accomplishments from June 2013



Deepened our partnership with Evian



Continued Ramsar's World Wetlands Day campaign; began project for new experience for Pré Curieux, Evian, France; social media support; funding the Evian Special Prize at COP

Deepened our partnership with Danone Waters



Completed the second of 2 workshops with IUCN Water Programme and Danone Waters: provided technical advice on water management tool and policy

Accomplishments from June 2013



Began monitoring 4th Evian Ecole de l'eau project



“Restoring Satoyama Landscapes for Oriental Storks” in Toyooka, Japan – 1st full year of project

Deepened our relationship with Livelihoods Fund

Participated in monitoring mangrove plantations with 5 of Livelihoods’ NGO partners; Cooperation Agreement in progress; writing, sharing NGO stories and case studies widely



Accomplishments from June 2013



@RamsarConv >1,600 followers

Facebook ~108,000 fans (+13,000)

YouTube has 300+ subscribers

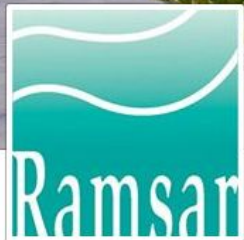


TWEETS
2,161

FOLLOWING
884

FOLLOWERS
1,616

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The Ramsar
Convention on
Wetlands

★★★★★ (44 ratings)

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2014-2015 Planning, Tasks



- **The Secretary General and Asia-Oceania Advisor to perform a monitoring visit to Japan Ecole de l'eau project in April 2014**
- **Share Ramsar messages with youth and other target audiences, work with Ramsar Comms team and Communications Consultant to define outreach strategy, campaign, tasks**
- **Deepen Ramsar Secretariat work with the partners, provide more content, service and visibility for partnership; work will continue to support mission of Ramsar and promoting the partnership**

Thank you



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Danone-Evian partnership: www.ramsar.org/danone_evian/

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